

عنوان مقاله:

Comprehensive Framework of Strategy Formulation: A Case Study of Science and Technology Park at University of Tehran

محل انتشار:

دومین کنفرانس بین المللی تجاری سازی فناوری (سال: 1393)

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خلاصه مقاله:

The aim of this study is to determine the best strategy through possible strategies with evaluating current situation of internal and external environment of the University OfTehran Science and Technology Park. Science and Technology Park is an organization managed by professional experts. Its objective is to increase wealth in the society through convincing and improving innovative culture and increase competitive power among firms which are active in the park relying on science and knowledge. Currently, science and technology parks play major roles in progressing global economics. The current study formulates a strategy for Science and Technology Park, Tehran University. Thus, input step first identifies and weighs the most important domestic and abroad environmental factors effective on this park are first identified and weighed according to experts; then comparison step provides the most attractive possible strategies by matrices such as SPACE and IE and SOWT. Finally, decision step prioritizes the most attractive strategies using QSPM matrix.

کلمات کلیدی:

strategy, SWOT matrix, QSPM matrix, competitive

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